

# LEADERSHIP

## TIMELINE TEMPLATE



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The leadership timeline is a multi-purpose USP document that has linear and non-linear properties that helps create alignment across all your communication channels online and offline. It covers your past, present and your future. This document is just a starting point. You must modify to fit who you are and what you aim to achieve.

This doc can help you promote and position any person, brand, event, or program in a positive light.

### CONTACT INFO:

Name:

Moniker (Optional):

Company (Optional):

Position:

EMAIL:

PHONE:

### BIOGRAPHY:

Bio here. This should be the long version of your bio. Make sure you create shorter variations you can use for other situations.

### THE BIG PICTURE

- **Your Vision:** Where do I want to go? "My vision is to be the best freelance designer for growth-minded small business owners."
- **Your Mission:** How will I get there? "My mission is to stay abreast of all the strategies and training available to make sure I am the best freelance designer I can be for my clients."
- **Your Purpose:** Why I do what I do? - "My Purpose is to help business owners be authentic as they grow their business through custom and personalized designs."

**ARTICLE: Deep-Dive Definition for vision, mission, and purpose:**

<https://davidburkus.com/2020/05/whats-the-difference-between-visionmission-and-purpose/>

**ORGANIZATION AFFILIATIONS:**

- List all here

**PORTFOLIO/PROGRAMS:**

- Articles
- Designs
- Websites

**INDUSTRY CERTIFICATIONS/DIPLOMAS/ETC:**

- List all here

**PRESS/MEDIA MENTIONS:**

- List all here

**PRESS/MEDIA MENTIONS:**

- Company(s)
- Personal/Professional website(s)
- Social Media Channels
- Events
- Articles on other platforms
- Stills/Photos
- Video
- ETC.

**TESTIMONIALS (Help control the narrative):**

- List all here

**SUPERPOWER(S)/MONIKER:**

- I would start by asking people you trust what they think your superpower is.

# Solve Problems - Make an Impact - Change the World

Through leveraging the power of strategy, technology, and innovation, MFSB helps small business owners and entrepreneurs navigate a sea of options and possibilities to make the right decisions to produce results in their business that lead to sustainability, growth, and leadership. We plan on impacting 1MM businesses by 2050.

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